

Contract

PREPARED FOR: THE CITY OF NEWPORT

JUNE 22, 2016

PROJECT: DESTINATION NEWPORT

REVISION: 1.1.0

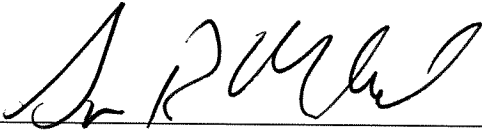
REVISION DATE: JULY 13, 2016

July 1, 2016 - June 30, 2017

Pursuant to the Project Proposal by and between the City of Newport ("CITY"), and the Newport News-Times, doing business as News Media Digital ("Vendor"), dated June 20, 2016. The parties agree to the below Scope of Services and financial terms:

accepted and effective to on this 3rd day of August, 2016.

City of Newport


By: 

Name: Spencer R. Nebel

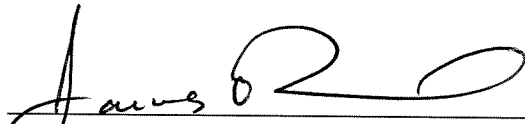
Title: City Manager

Date: 08-03-16

Approved as to Form


City Attorney

Newport News-Times

By: 

Name: James Rand

Title: Publisher

Date: 8-3-16

SERVICES

Overview

CITY will use the services of Vendor from July 1st, 2016 to June 30th, 2017 to support the creation, negotiation, execution and optimization of the Discover Newport search engine and social media marketing. The Vendor may change the timeline of the program based on the performance of each campaign. The Vendor will assemble a team to support the program for the specific deliverables as follows:

Search Engine Marketing with Google

This assignment is to promote quarterly marketing campaigns in search, in an effort to drive traffic to website pages and landing pages specific to each campaign. This service order includes:

1. **Ad Words optimization of keywords:** With the understanding of CITY's objectives for the SEM campaign, placement and ongoing management with agreeable terms:
 1. Monthly budget for bidding set at \$1,500
 2. Vendor to bill CITY directly for third-party placement expenses
 3. Deliverable(s): 5-7 keywords. 15-25 long-tail search terms/keywords
 4. Assumption(s): July 1st launch date
2. **Display Network Ads:** Vendor will create ads thematically tied to each campaign.
 1. Monthly budget for placement set at \$875
 2. Vendor to bill CITY directly for third-party placement expenses
 3. Deliverable(s): three (3) targeted ads every quarter
 4. Assumption(s): July 1st launch date
3. **Optimization and Reporting:** The Vendor will produce quarterly reports for the duration of the campaign, making optimizations to the elements of the Ad Words and Display Network Ads to maximize incoming website traffic as the primary key performance indicator. Other metrics include but are not limited to: impressions for all campaign elements, time spent on webpage or microsite, increase in page views.
 1. Deliverable(s): 2-3 rounds of optimization per campaign, one (1) campaign report delivered within fifteen (15) days from end of quarter.
 2. Assumption(s): campaign reports delivered quarterly, until July 15, 2017.

Social Media Marketing

This assignment is to promote quarterly marketing campaigns in the social space, in an effort to drive traffic to website pages and landing pages specific to each campaign. This service order includes:

1. YouTube Pre-Roll: The Vendor will place online video commercials to appear prior to an online video, typically 10-15 seconds in length. Video commercials will be thematically tied to each campaign and based on existing CITY's Destination Newport Committee video content.
 1. Monthly budget or placement set at \$417
 2. Vendor to bill CITY directly for third-party placement expenses
 3. Assumption(s): July 1st launch date. Use of existing video content
2. Facebook Marketing: The Vendor will use the CITY's Destination Newport Committee Facebook account to raise awareness and drive traffic to the campaign webpages and microsites.
 1. Ad(s): Vendor will create ads from admin panel of CITY's Destination Newport Committee page to engage followers.
 2. Post(s): Vendor will copyright for ads
 3. Boosted Post(s): Vendor will advise DNC on which posts to boost. DNC will be responsible for directly boosting posts through Facebook
 4. Monthly budget set at \$250 (does not include boosted posts - \$750 a/mo)
 5. Deliverable(s): four (4) targeted ads each quarter
 6. Assumption(s): July 1st launch date

Content Marketing

This assignment involves the creation of campaign specific Web pages and/or microsites to serve as a means for lead generation and/or informational source on campaign material. This service order includes:

1. Webpages and Microsites: The Vendor will create Web pages and/or microsites to support campaign promotion. Pages will create in-depth information about a particular campaign objective and live as a sub-domain of the main CITY's Destination Newport Committee website.
 1. Vendor will create one (1) microsite each quarter.
 2. Assumption(s): July 1st launch date
2. Content Creation: The Vendor will create keyword rich content to support discovernewport.com and social media posts.
 1. Vendor will provide a library of existing content that will be organized by subject for publication throughout the year.
 2. Vendor will create and provide new content twice a year in April and October with a publication schedule that supports the CITY's Destination Newport Committee's identified goals.

Creative/ Production

This assignment involves developing a message designed to address the CITY's Destination Newport Committee's identified goals and delivering it in the proper mechanical format for fulfillment of the placement order. This service order includes:

1. **Creative:** Write, design, illustrate, or otherwise prepare Newport's advertisements, including commercials to be broadcast, or other appropriate forms of Newport's message.
 1. Ad(s): Vendor will create display ads purchased by CITY.
 2. PR: Vendor will submit stories and photography when necessary for advertorials and value added opportunities.
2. **Production:** Properly incorporate the message in mechanical or other form and forward it with proper instructions for the fulfillment of the order.
 1. Vendor will contact media directly to obtain proper mechanical information.
 2. Vendor will submit advertising directly to media in proper mechanical format.
3. **Quality Control:** Check and verify insertions, displays, broadcasts, or other means used, to such degree as is usually performed by advertising agencies.
 1. Vendor will proof all forms of Newport's message submitted by vendor
 2. Vendor will attend and represent Newport when available at networking events

PRINTING

This assignment involves designing, copy writing, and the printing of the 19.5" x 9" 4-panel brochure on 99# Sonoma matte stock with reply card. Service includes the use of the News-Times photos and hours spent during the revision and proofing process.

Distribution includes the following:

100,000 brochures – Portland

40,000 brochures – SeaTac

10,000 brochures - PDX Welcome Center/ Newport Chamber

BUDGET

Professional Fees:	\$100,000
Estimated Media Expenses:	\$45,800*
Estimated Printing Fees:	\$23,000
 Total Project Fee:	 \$123,000

Fee Billing. Vendor shall invoice CITY in accordance to the payment schedule set forth below. Fees are based on the Scope of Services above and not based on actual hours. As such, Vendor shall not be obligated to provide CITY with hourly billing detail.

Expense Billing. Vendor shall invoice CITY the actual out-of-pocket placement expense amount(s) at the end of the month on an as incurred basis. Actual expenses may vary from any estimated amounts provided in the Budget section.

Prepaid. Vendor will pre-bill Client a one-time amount of \$5,000 to cover estimated media expenses. Any unused prepaid amount will be refunded or utilized at the Client's discretion.

Invoices. Vendor will render invoices to include professional services in one lump sum and expenses by category. Documentation for out-of-pocket expenses will be available upon request. Payment of the invoices will be due net thirty (30) days from receipt of an invoice. All such invoices shall be addresses to:

Name: Spencer R. Nebel
Title: City Manager
Address: City of Newport
169 SW Coast Hwy
Newport, Oregon 97365

* THIS FEE WILL BE PAID AS REIMBURSEMENT TO THE NEWS-TIMES AND THE NEWPORT CHAMBER OF COMMERCE.

BROCHURE BILLING SCHEDULE

Estimated Invoice Date	Amount
Placement of order	\$23,000

FIXED FEE BILLING SCHEDULE:

Estimated Invoice Date	Amount
July 1, 2016	\$25,000
October 1, 2016	\$25,000
January 1, 2017	\$25,000
April 1, 2017	\$25,000

MEDIA EXPENSE BILLING SCHEDULE:

Estimated Invoice Date	Amount
October 1, 2016	\$11,450
January 1, 2017	\$11,450
April 1, 2017	\$11,450
July 1, 2017	\$11,450